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Thursday through Friday: 5 - 8 p.m.

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**Tickets:** \$8 until start of Parade - 5 p.m. August 19

\$10 after and available at the door of each Home

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## LABA OFFICERS

The La Crosse Area Builders Association is a professional organization that unites and represents people in the building industry. We promote safe, attainable, quality housing through education and interaction.

### LABA Officers:

President: Dee Dee Kerska (Xcel Energy)  
Vice President: Jason Etrheim (MasterCraft Homes)  
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Government Affairs: Mike Weibel  
Maintenance (part time): Jonathan Heinz

816 2nd Avenue S.      Fax: 608-781-5221  
Onalaska, WI 54650      info@labaonline.com  
608-781-5242      www.labaonline.com



## WELCOME



Paul Westlie  
Chair, Parade of Homes® Committee  
Hartland Construction, LLC

**A**re you thinking about buying or building your next home soon? Perhaps you are planning to do some improvements to your existing home. Are you overwhelmed with the decision-making process? Are you uncertain of where to start? Start by attending the 40th anniversary of the La Crosse Area Builders Association Parade of Homes!

One can gather only so many ideas online and in print. At the Parade of Homes, you get to see it all up close and in person. You can touch it and feel it and, most times, ask a professional about it in person.

The Parade of Homes immerses your mind in visions of what will fill your new space: the laughter in the halls, the conversations in the kitchen, the spilled juice and sticky fingers from backyard picnics (it happens).

Whether you are out gathering ideas, searching for a contractor or just taking a look at some of the latest home trends, the 2016 Parade of Homes is a must for you!

This year, we have 13 homes built by highly qualified La Crosse Area Builders Association members. This is your opportunity to soak it all in, take notice of all the details, meet the builders in person and cast your vote for the house that strikes you the most.

We thank all our past years' attendees and builders for making this annual event such a success. We also thank you in advance for making the 40th year another great success of showcasing the area's best in design, construction and remodeling. We hope that in every corner and in every room, you'll see the quality craftsmanship and cutting-edge ideas that make our members excellent.

See you there!

### Parade of Homes® Planbook, August 2016

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NOT TO  
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HOLMEN

ONALASKA

LA CROSSE

BARRE MILLS

Viterbo



## Parade Home Listings 2016

NO	BUILDER	PHONE	ADDRESS	EDITION	BEDS	BATHS	SQ FT	PAGE
1	Jon Olson Construction, Inc.	608-781-5428	W13807 River Dr., Ettrick	NA	3	3	3140	7
2	Jon Olson Construction, Inc.	608-781-5428	N8345 Duche Dr., Holmen	Holland Estates	3	2	2000	8
3	Fletcher Construction	608-781-5274	N8341 Bringe Ct., Holmen	Holland Estates	3	2	1750	9
4	Lifetime Design Homes	608-386-0638	N7277 Eagle Rd., Holmen	Cottonwood	5	3.5	3331	11
5	Sader Construction	608-769-4949	700 Knollwood Dr., Holmen	NA	4	3.5	3500	12
6	North Country Contractors	608-769-4663	1521 Bridger Dr., Holmen	Cole Addition One	3	2	1900	14
7	Lautz Lassig Custom Builders	608-792-0656	N5785 Lake Park Dr., Onalaska	NA	1	2.5	2000	15
8	MasterCraft Homes	608-781-7200	1089 Fair Meadow Way, Onalaska	Savannah Village	3	2.5	2676	17
9	J. Preeshl Construction	608-792-0117	5245 Grandwood Pl. E., La Crosse	Oneotamesa	3	2.5	2450	19
10	Lautz Lassig Custom Builders	608-792-0656	W3766 Highland Dr., La Crosse	Ridgeview Estates	1	2	2850	20
11	T.N. Thompson Enterprises	608-792-8453	717 7th St. S., La Crosse	NA	3	2.5	1800	23
12	Western Technical College	608-785-9200	751 24th St. N., La Crosse	NA	3	3	2597	25
13	City of La Crosse	608-789-7393	1603 Prospect St., La Crosse	NA	3	2	1568	26



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## JON OLSON CONSTRUCTION, INC.

**Bedrooms: 3 • Baths: 3 • Square Footage: 3,140**

Enjoy the short, scenic country drive just north of Holmen to this unique home built to look like an 1800s-style farmhouse. You will be able to spot the low-maintenance red steel roof and white LP smart siding as you pull into the driveway, but then your attention is directed to the first of two stone chimneys and the large wraparound porch, where you can imagine the family enjoying many nights visiting with their friends. This home features cherry trim and cabinets throughout and granite countertops. The home features hardwood floors and two fireplaces. Family and friends will be able to enjoy the beautiful location without having to worry about any bugs with the screened porch. This home is Focus on Energy certified and features geothermal heating and cooling and LED lighting.



Jon Olson  
608-781-5428  
[www.jonolsonconstruction.com](http://www.jonolsonconstruction.com)  
[jolsonconstruction@centurytel.net](mailto:jolsonconstruction@centurytel.net)

W13807 River Drive  
Ettrick (located between Holmen  
and Galesville)



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Holmen

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## JON OLSON CONSTRUCTION, INC.

**Bedrooms: 3 • Baths: 2 • Square Footage: 2,000**

Built for the family in mind, this is a unique contemporary-style home with vaulted ceilings throughout. This custom-built open-concept home has 2,000 square feet finished on the main floor with a large cupola and windows in the center of the ceiling. There's a large covered patio to enjoy the cool summer nights and a party room off the garage with a vaulted cedar ceiling for more fun! Details include poplar trim, modern-style cabinetry and recycled glass countertops. This home is Focus on Energy certified and features LED lighting throughout.



SINCE 1990





## FLETCHER CONSTRUCTION, INC.

**Bedrooms: 3 • Baths: 2 • Square Footage: 1,750**

This charming ranch features 1,750 square feet on the zero-entry main level with three bedrooms and two baths. There's also potential for a large family area, a bedroom and a full bath in the basement, to be finished as desired. A large laundry and mudroom are located right off the three-stall garage. You'll find hand-scraped ¾-inch birch flooring and 12-by-24-inch porcelain tile with stain resistant grout underfoot and beautiful three-panel oak black pepper doors with painted millwork. The layout features a large open-concept living, dining and kitchen area with a large one-level island. Focus on Energy certification with ICF basement for great efficiency is always standard. Please come see us at the LABA Parade of Homes with your questions.

Fletcher Construction is moving to the next generation with Ben taking the reins this past year with his wife, Abbey, as a full-time interior designer as of early August. We are also very happy to have BJ working with us for more than four years.



Ben Fletcher

608-781-5274

[www.fletcherconstructioninc.com](http://www.fletcherconstructioninc.com)

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## LIFETIME DESIGN HOMES

**Bedrooms: 5 • Baths: 3.5 • Square Footage: 3,331**

This ranch plan features all the quality you have come to expect from Lifetime Design Homes. It flows beautifully with the kitchen, dining and living areas open, yet defined as separate spaces. The home has white trim and kitchen cabinets, dark poplar three-panel doors, stunning floor coverings and quartz countertops. The great room features a custom fireplace and a decorative ceiling beam separating the dining area. The first floor has three bedrooms and two-and-a-half baths, with the half bath located off the mudroom. The lower level features two additional bedrooms, a full bath, a large family room and an exercise room. WOW! This is a great plan for a young family or empty-nesters, as all bedrooms vary in size, so if you are looking for a toy room, craft room or office space upstairs, it will work perfectly for those transitions.

Thanks to Tim and Megan Hoehn for letting us showcase their beautiful home.



Ed Haupt

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## SADER CONSTRUCTION

**Bedrooms: 4 • Baths: 3.5 • Square Footage: 3,500**

This Craftsman-style home is another great design and floor plan by Rugroden Drafting and Design. It features a master suite with a large shower by the Marble Shop on the main level, as well as a large and spacious open-concept kitchen, dining and great room with a wood fireplace. Other main-level features include a mudroom with locker and desk area, laundry room and powder room. The lower level has three bedrooms, a "Jack and Jill" bathroom and a full bathroom. A spacious family room includes a wet bar. The mechanical room has storage and stairway to the large three-car garage. A unique feature of this home is the 15-by-35-foot bonus room above the garage. We would like to thank all our subcontractors for another quality and professional job. We give a special thank-you to Brooke and Steve for allowing us to share their home with you and for being great people to work with.

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## NORTH COUNTRY CONTRACTORS

**Bedrooms: 3 • Baths: 2 • Square Footage: 1,900**

North Country Contractors' 2016 model home is a must-see; it features a three-bedroom, two-bath open floor plan with custom cabinetry and built-ins. The home has 1,900 square feet of finished space on the main level. The basement is a walkout with framing done for future finish.

LABA members used: Bagniefski Heating & Air Conditioning; Maxwell-White Plumbing, Inc.; Badger Corrugating Co.





## LAUTZ LASSIG CUSTOM BUILDERS

**Bedrooms: 1 • Baths: 2.5 • Square Footage: 2,000**

This cottage-style house presented by Lautz Lassig Custom Builders is an accumulation of 34 years of Paul (Stretch) Mendell and his wife, Brenda, putting ideas and repurposed materials into a house that they can grow old in, with everything that they need on one floor. The breezeway between the house and garage gives a great view of the front and back yards. Designing and building all the trim and cabinets himself, Stretch was able to use custom woods in different arches. The open concept and cathedral ceiling add to the character of the main area of the house. The wraparound front porch with an 18-foot-diameter octagon built into the corner of the deck makes a great area for relaxation in the shade. Using repurposed items in different areas of the house and landscaping added a personal touch for Stretch and Brenda's personal tastes. Don't miss the one-of-a-kind grandkid playhouse area.



**Custom Builders, Inc.**  
West Salem, WI

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## MASTERCRAFT HOMES

**Bedrooms: 3 • Baths: 2.5 • Square Footage: 2,676**

Take a step inside this gorgeous home designed and built by MasterCraft Homes, Inc., and let it spark your imagination for what your dream home could be. Upon entering, you'll find a Craftsman-style home with vaulted ceilings emphasized by long, dark beams. The kitchen displays rich, varied wood tones and opens into the living room, creating plenty of space for family and friends. The large deck and a master suite with walk-in closet and master bath complete the first floor. Lovely details like grass wallpaper lining the upstairs hallway and a custom-designed railing are examples of the attention to detail found in every square inch of this home, built to the customer's taste. The lower level consists of two more bedrooms, a full bath and lots of room for entertaining in a spacious family room. Nestled in the bluffs of Savannah Village, this home displays the creativity and specialized design touches MasterCraft Homes, Inc., has become known for!

LABA members used: Arcade Portables, LLC; Badger Corrugating; Bond Drywall; County Materials Corporation; Design Masonry, LLC; Hartland Construction, LLC; HillTopper Refuse & Recycling; Interior Designs, Inc.; La Crosse Fireplace Co.; Maxwell-White Plumbing, Inc.; MJG Excavating, Inc.; Overhead Door Company of the 7 Rivers Region, Inc.; Paul's Heating & Air Conditioning, Inc.; Seymour Electric; Waldenberger Poured Walls, LLC; Wisconsin Building Supply.



Jason Etrheim and Mark Etrheim

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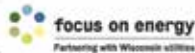


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## Your Vote Counts!

When you purchase a ticket to the annual Parade of Homes, you take on an important responsibility. One of the highest honors a LABA Builder Member can receive is to have his or her Parade entry named "People's Choice," and you have the power to make that happen.

Here's how to cast your vote for the "People's Choice"

Award:

- Purchase your Parade tickets in advance of Opening Day for just \$8, or at any Parade Home during the Parade for \$10.
- Visit as many of the Parade Homes as you like. Your ticket will be punched at each home you visit.
- When you are finished with your tour, indicate on your ticket which home was your favorite, then deposit the ticket in the box provided at each home for this purpose.

For additional information,  
please visit our website at  
[www.labaparadeofhomes.com](http://www.labaparadeofhomes.com).





## J. PREESHL CONSTRUCTION

Your Design Build Contractor

**Bedrooms: 3 • Baths: 2.5 • Square Footage: 2,450**

J. Preeshl Construction's Parade of Homes presentation is a 2,450-square-foot, three-bedroom, two-and-a-half-bath ranch-style home with many custom features. From the large front porch into the foyer and a great room are eight raised panel pillars by Jay Preeshl, arches to accent the entry into the great room and a study that features a unique seven-piece cornice molding. The gas fireplace has a marble and raised panel surround with custom details. The flooring is dark-stained solid oak. The open family room, dining room and kitchen have 11-foot ceilings. A large open kitchen with an impressive quartz island also has unique bulkheads. The master bedroom features a beautiful custom tile shower, soaking tub and double sink vanity. With the split bedroom plan, the two additional bedrooms are located on the other side of the great room. The hardwood floors continue into the bedrooms; a ceramic tile tub and shower is in the full bath. Tile floors continue into the half bath, hallways and expansive laundry room with many cabinets and great counter space. The paint detail and custom window coverings throughout are must-sees. The full basement provides storage, utilities, a future rec room and two future bedrooms and baths. The side entry three-car garage with epoxy flooring, stairs to the basement and zero entry into the home make these additional features a plus. The beautiful deck and large patio provide an excellent entertaining space.

**J. Preeshl**  
Construction

Jay Preeshl

608-792-0117

[www.jpreeshlconstructioninc.com](http://www.jpreeshlconstructioninc.com)

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Kraig Lassig  
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john@lautzcustombuilders.com

W3766 Highland Drive  
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Ridgeview Estates



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## LAUTZ LASSIG CUSTOM BUILDERS

**Bedrooms: 1 • Baths: 2 • Square Footage: 2,850**

This modern Craftsman home features custom tile with inlays, double arched entryways inside, zero entry (no steps), 16-foot patio doors, tray ceilings, hand-scraped floors, a chef's kitchen, a butler pantry and a regular pantry. In the kitchen you'll find a brushed nickel farmer's sink, a 48-inch gas stove top, a double oven, quartz countertops and a butcher block island. The great details continue with two pop-up sewing machines in the laundry room, occupancy sensors for closet lights, remote-controlled window coverings, a walk-in shower with body jets, a 1,600-square-foot three-car garage and even an automatic dog water bowl.

Subcontractors include Ac/Doc's West Salem Appliance, Earley Drywall & Construction, Elite Electric Solutions, Interior Designs, Wisconsin Building Supply, Waldenberger Poured Walls, Hidden Valley Designs, Energy Elements, Green Built Insulation.

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## T.N. THOMPSON ENTERPRISES

**Bedrooms: 3 • Baths: 2.5 • Square Footage: 1,800**

This quaint one-and-a-half-story home with three bedrooms, a den and two-and-a-half baths is surprisingly larger than it looks. Through La Crosse Promise, a higher education grant has been approved for the new homeowners and their children. Features include an open concept layout, Mission-style hickory cabinets with high-definition tops and a large two-and-a-half-car detached garage.

LABA members used: E & B Insulation; Heating & Cooling Specialists; Waldenberger Poured Walls, LLC; Badger Corrugating Co.; Wisconsin Building Supply; Bond Drywall Supply; Glass Interiors La Crosse; Wettsteins; Windows By Pella.

We would like to thank our subcontractors and suppliers for a fantastic job building this fine home, and Paul Franke at Park Bank for financing.



Tom Thompson

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## WESTERN TECHNICAL COLLEGE (WTC)

**Bedrooms: 3 • Baths: 3 • Square Footage: 2,597**

The SwiPHt Homes Neighborhood Project is the first in Wisconsin that incorporates an educational component. It will serve as a model development for the entire Upper Midwest, and you have an opportunity to see it on this year's Parade of Homes.

A Passive House Instructional Facility utilizes a design and construction model that focuses on sustainability and energy efficiency. Utilizing the sun's energy, proper siting of the property, energy-efficient building materials and techniques and a quality ventilation system, homeowners can realize a 90 percent cost savings in their utilities. By using minimal renewable energy systems, such as photovoltaic or residential wind, passive homes can be easily converted to zero-energy homes. Passive homes are also comfortable and ecological.

Western is working in partnership with Mayo Clinic Health System—Franciscan Healthcare, Hillview Urban Agriculture Center, and the La Crosse Community Foundation.

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## WESTERN TECHNICAL COLLEGE (WTC) AND THE CITY OF LA CROSSE

**Bedrooms: 3 • Baths: 1 Full, 2 Half • Square Footage: 1,568**

Enjoy entertaining or prefer to spend your time leisurely? This charming 1,568-square-foot home has exceptional craftsmanship for all to appreciate. The home features a large front porch, custom-made cabinets, a prep island with a custom-crafted butcher block top, engineered hardwood floors, first-floor laundry, three bedrooms, one full bath, two half baths and a two-car attached garage. The basement has 784 square feet of space ready to be finished with stubbed plumbing to accommodate another full bath. This home will be sold to an income-qualified household earning 80 percent of the County Median Income or less.

The construction of this beautiful home demonstrates how the Replacement Housing Program contributes to fill the city's mission. The unique partnership between the City of La Crosse and Western Technical College provides educational opportunities to Western Technical College students while supporting economic growth by contracting with local suppliers and subcontractors. The end result is a safe and affordable home for those who desire to be a homeowner in the City of La Crosse.



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